



STATE OF IDAHO



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FOR IMMEDIATE RELEASE

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Farmers and Chefs Connect at Local Food Event

BOISE, ID - Farmers, ranchers and chefs will have the unique opportunity to discuss ways to source fresh, local agriculture to local foodservice venues at the 2010 Wood River Valley Farmer-Chef Collaborative. Scheduled for April 21 in Sun Valley, the interactive "speed dating"-style event, matches buyers and sellers to facilitate one-on-one discussions to match buyer needs with available local products.

The Wood River region boasts great opportunities for growers to connect with restaurants from a wide variety of dining facilities, from high-end establishments to family-style diners with great quality, service and appeal.

"Local restaurants are eager to capitalize on the growing 'buy local' trend by offering unique, seasonal menus featuring only the freshest items available," said Kim Peterson of the Idaho State Department Agriculture. "The local food movement has succeeded in driving demand and opportunity for local farmers and the local economy. The Farmer-Chef Collaborative aims to build connections within the community while supporting such movements."

The Wood River Valley Farmer-Chef Collaborative is sponsored by the Idaho State Department of Agriculture. The event will be held at the Sun Valley Resort from 1 p.m. to 4 p.m. and costs \$20 per agribusiness to attend. Pre-registration is required. For more information, or to register, please contact Kim Peterson at the Idaho State Department of Agriculture at (208) 332-8532 or kim.peterson@agri.idaho.gov.

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